

Focus The Bachelor of Arts Thesis "Probe into a Type of Czechoslovak Factory Magazines in 1945-48" observes the development of this specific type of printed media in the environment of industrial companies silhouetted against the revolutionary social climate of Czechoslovakia after WWII until the assumption of power by the Czechoslovak Communist Party in February 1948 or until the end of 1948. The thesis is divided in two parts - a theoretical part and a research part.

The theoretical part deals with the establishment and development of a theoretical framework of factory magazines in the given social context and treats the magazines' cohesion with mass media. The thesis also concentrates on the practice of publishing the factory magazines which involved especially the setting of the organisation of their publishing.

The practical part of the thesis is a probe into the contents and formal structure of factory magazine Ventil ("Valve") in the treated period of time, published by the car factory Automobilové závody Škoda. The thesis describes contents' units with their internal subject division and possible communication effects, divided by years. This part of the thesis also includes a review of permanent columns of the magazine divided by individual annual volumes.

The thesis attempts to draft another possible method of research of the given subject which has not been dealt with in detail as yet.